

## Message Text

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ORIGIN OPIC-06

INFO OCT-01 ARA-10 ISO-00 EB-07 COME-00 TRSE-00 AID-05  
IGA-02 XMB-04 L-03 CIAE-00 INR-07 NSAE-00 INRE-00  
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DRAFTED BY OPIC/ID/LA:BTMANSBACHLSMW  
APPROVED BY EB/IFD/OIA:RDKAUZLARICH  
EB/IFD/OIA:DSTEBBING  
ARA/ECP:DTAHER (INFO)

-----061755Z 052995 /43

O 061732Z MAY 77  
FM SECSTATE WASHDC  
TO AMEMBASSY LA PAZ IMMEDIATE  
AMEMBASSY BOGOTA IMMEDIATE  
AMCONSUL CALI IMMEDIATE  
AMEMBASSY LIMA IMMEDIATE  
AMCONSUL GUAYAQUIL IMMEDIATE  
AMEMBASSY QUITO IMMEDIATE

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FROM OPIC

E.O. 11652: N/A

TAGS: EINV

SUBJECT: ANDEAN INVESTMENT MISSION

THE FOLLOWING INFORMATION RECEIVED TODAY:

1. COMPANY BIOGRAPHY:
  2. INDIVIDUAL BIOGRAPHY:
  3. OBJECTIVE:
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-- IROQUOIS BRANDS

1. IROQUOIS BRANDS IS A NATIONAL MARKETER AND MANUFACTURER OF SPECIALTY CONSUMER PRODUCTS, PRIMARILY FOOD AND BEVERAGES. EACH PRODUCT HOLDS A DISTINCT MARKET NICHE AND IS SUPPORTED BY STRONG DISTRIBUTION. THE PRODUCTS ARE MANU-

FACTURED AND DISTRIBUTED BY IROQUOIS' SIX SUBSIDIARIES, EACH OF WHICH OPERATES WITH A HIGH DEGREE OF AUTONOMY. CORPORATE MANAGEMENT PROVIDES OUR SUBSIDIARIES WITH THE ADVANTAGES OF LARGE COMPANY BACKING, SOLID SALES AND MARKETING, OPERATIONAL SKILLS, DISTRIBUTION AND FINANCIAL SUPPORT. IROQUOIS PHILOSOPHY CALL FOR A COMBINATION OF TOP QUALITY PEOPLE, PRODUCTS AND FINANCING TO SUSTAIN AND

INCREASE PROFITABILITY. WE PLAN TO EXPAND EXTERNALLY THROUGH MERGERS AND ACQUISITIONS AND INTERNALLY THROUGH NEW PRODUCT INTRODUCTIONS, LINE EXTENSIONS AND INCREASED MARKET PENETRATION. THIS APPROACH ALLOWS US TO CAPITALIZE ON OUR FAMOUS BRAND NAMES.

OUR WORLD OF BRANDS INCLUDES CHAMPALE, A UNIQUE ALCHOLIC BEVERAGE THAT LOOKS AND TATES LIKE CHAMPAGNE BUT COSTS JUST SLIGHTLY MORE THAN BEER. SOLD IN THE WELL-KNOWN 12-OUNCE SIZE, IT IS ALSO AVAILABLE IN THE NEW 7-OUNCE SPLIT. BLACK HORSE ALE, THE THOROUGHbred OF ALES, IS SOLD NATIONWIDE BY OUR CHAMPALE SUBSIDIARY AND ENJOYS AN INCREASING MARKET SHARE EACH YEAR.

YOO-HOO IS A NEW ADDITION TO THE IROQUOIS FAMILY AND IT IS AMERICA'S NUMBER ONE MILK-BASED CHOCOLATE DRINK. YOO-HOO IS MARKETING DOMESTICALLY AND INTERNATIONALLY AND HAS FINE GROWTH POTENTIAL. OUR FAMOUS AGOSTURA BITTERS MADE FROM A SECRET FORMULA OF NATURAL TROPICAL HERBS IS USED AS FLAVORING FOR BEVERAGES AND FOOD. IT'S THE LEADING

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PRODUCT OF OUR A.W. BRANDS SUBSIDIARY WHICH ALSO PRODUCES MAJOR GREY'S CHUTNEY AS WELL AS A FULL LINE OF INDIAN CONDIMENTS. OTHER PRODUCTS INCLUDE GIROUX GRENADINE, THE LARGEST SELLING GRENADINE SYRUP IN THE COUNTRY AND "21" SAUCE MAISON, THE FAMOUR FISH AND MEAT SAUCE WHICH GAINED

WORLD RENOWN AT NEW YORK'S FAMOUS TWENTY-ONE CLUB.

THIS UNIQUE DISTRIBUTION CAPACITY IS A VERY IMPORTANT ADVANTAGE TO ALL IROQUOIS SUBSIDIARIES. THE COMPANY MARKETS PRODUCTS THROUGH SIX DISTINCT DISTRIBUTION CHANNEL THROUGH HEALTH FOOD JOBBERS AND ABOUT 2000 RETAIL OUTLETS; 650 DEALER WHOLESALERS, SOFT DRINK BOTTLERS; LIQUOR BRO-

KERS, AND HOUSEHOLD PRODUCT DISTRIBUTORS.

IROQUOIS BRANDS SEEKS LEADING NATIONAL BRANDED CONSUMER PRODUCT NAMES, ESPECIALLY THOSE IN THE SPECIALTY FOOD, BEVERAGE, PERSONAL CARE, HOUSEHOLD PRODUCTS, AND

PHARMACEUTICAL PRODUCT CATEGORY. BASICALLY IROQUOIS SEEKS COMPANIES WITH A MINIMUM NET WORTH OF ONE MILLION DOLLARS, A PRE-TAX PROFIT OF ABOUT FIVE HUNDRED THOUSAND DOLLARS, AFTER-TAX PROFIT ON SALES IN THE TEN PER CENT RANGE, AND A TEN PER CENT TO FIFTEEN PER CENT RETURN ON EQUITY IS SOUGHT IN ADDITION, THE REQUIRED COMPANIES' MANAGEMENT TEAM SHOULD BE WILLING TO CONTINUE IN OFFICE.

IMPORTANTLY, THE COMPANY'S PRODUCTS MUST ALSO FIT IROQUOIS' PRODUCT MIX OR OFFER A LOGICAL EXTENSION OF OUR LINE. ALSO, THE COMPANY SHOULD OFFER ADDITIONAL MARKET POTENTIAL, PREFERABLY DOMESTIC AND ABROAD.

TERRENCE J. FOX

2. MR. FOX IS PRESIDENT AND CHIEF EXECUTIVE OFFICER OF IROQUOIS AND HAS SERVED IN SUCH POSITIONS SINCE 1965. HE  
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IS ACTIVE IN NUMEROUS CIVIC AND CHARITABLE ORGANIZATIONS. IN ADDITION, HE IS AN ACTIVE LECTURER ON CORPORATE FINANCE, MERGERS AND ACQUISITIONS. AMONG HIS VARIOUS ACTIVITIES, HE IS A MEMBER OF THE NOMINATING COMMITTEE FOR THE AMERICAN STOCK EXCHANGE'S BOARD OF DIRECTORS, A MEMBER OF THE BOARD OF TRUSTEES OF THE EMIGRANT SAVINGS BANK; FORMER VICE CHAIRMAN OF LINCOLN NATIONAL BANK, BUFFALO,

NEW YORK; FORMER CHAIRMAN OF THE ABERDEEN FUND, NEW YORK; A DIRECT OF THE YMCA OF GREENWICH, CONNECTICUT; A MEMBER OF THE AMERICAN INSTITUTE OF BANKING, THE CRIPPLED CHILDREN'S GUILD OF BUFFALO, THE HENRY STREET SETTLEMENT HOUSE, THE HAMMOND MUSEIUM, NORTH SALEM, NEW YORK; AND THE SOUTHWESTERN CONNECTICUT CHAPTER OF THE NATIONAL COUNCIL ON ALCOHOLISM. HE GRANDUATED FROM NEW YORK UNIVERSITY WITH A MAJOR IN BANKING AND FINANCE AND ATTENDED THE HARVARD BUSINESS SCHOOL.

3. THE OBJECTIVE OF MR. FOX'S VISIT IS TO EXPLORE THE

POSSIBILITY FOR THE MANUFACTURE AND DISTRIBUTION OF PRODUCTS OF IROQUOIS BRANDS IN SOUTH AMERICA. CHRISTOPHER

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## Message Attributes

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**TAGS:** EINV, PINR, BL, OPIC, IROQUOIS BRANDS, (FOX, TERRENCE J)  
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